

TO: Governor
FROM: John Arledge
CC: Charlie Williams
DATE: April 30, 2004
SUBJECT: Long Range Planning

As we reach the final days of this Session, I think it would be appropriate to begin conducting some long-range planning for life afterwards. As I reflect back on the progression of the last Administration I served, the months immediately following the first Session and the decisions made during that time really set the tone for the rest of the term and ultimately reelection.

These are just a few thoughts I have about a schedule of activities and messages:

Mid-May

- End-of-Session Farewell Reception for All Legislators at the Mansion. Invite the press and make a subtle point about your bipartisanship after a contentious Session.

Late May

- Post Session Victory Press Tour/Speeches. Emphasize our legislative victories and begin writing the analysis of the Session for the media.

May 26-June 12

- Vacation

- Statewide Polling. Evaluate changes in public opinion from post-election to post-Session and test issues.

Late June

- Weeklong Internal Policy Summit with Agency Heads/Staff. Compile an early laundry list of needed legislation from our agencies and conduct a political vetting of our internal policy objectives.

Early July

- Northeast Mississippi Focus Week. Give speeches to key interest groups there and hold a mini-summit on NEMS needs.

Late July

- Tort Reform Press Tour/Speeches (*if needed*). Lay the groundwork for the public and media on why a tort reform special session is needed.

Early August

- Tort Reform Special Session (*if needed*)

August 22 - September 4

- Republican National Convention
- Series of Agency Announcements. Hold minor agency announcements for release at this time to convey executive branch activity during Convention.

September

- Education Summit. At the beginning of the school year, hold a meeting of education leaders from across the country highlighting the best ideas in education reform.

October

- Minority Issues Conference. A first step in putting together a working group of some of the most influential black Mississippians.
- Possible Bush/Cheney Activities Across the Country

November

- Submission of Executive Budget
- Announcement of 2005 Legislative Agenda

December

- 2005 Legislative Agenda Press Tour/Speeches. Begin building support for our legislative agenda with a series of events highlighting each policy.
- Education Reform Special Session. A risky maneuver to highlight our education package minus budgetary issues and paint you as an education advocate before focusing on our other legislative issues during the regular session.

These suggestions depend a great deal on unforeseen events which may arise and any problems and/or opportunities we see in our post-Session polling.

Please let me know how you would like to proceed with our long-range planning. Thank you.